

Table 19a

Importance of IT for conducting business, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	5,600	24,100	42,600	S
IT.....	9,700	400	2,200	7,100	S
Manufacturing.....	3,000	200	1,100	1,700	S
Communication.....	1,600	S	300	1,200	0
Computer related services.....	5,100	S	800	4,200	S
Non-IT.....	62,700	5,300	21,900	35,500	S
Manufacturing.....	39,300	3,600	15,300	20,400	0
Transportation & public utilities.....	8,500	1,000	3,000	4,600	S
Finance, insurance & real estate.....	11,900	S	2,900	8,500	0
Engineering & AAB services.....	2,900	S	800	2,100	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	2,500	10,500	13,600	S
\$5M to \$9.9M.....	17,800	1,900	5,000	10,800	S
\$10M to \$24.9M.....	16,100	S	5,700	9,700	S
\$25M to \$50M.....	6,000	S	1,500	4,100	0
Above \$50M.....	5,900	S	1,400	4,400	S
Innovators ¹	34,400	1,000	8,000	25,300	S
IT.....	7,000	S	1,100	5,600	S
Manufacturing.....	1,500	S	400	1,000	S
Communication.....	1,200	S	200	1,000	0
Computer related services.....	4,300	S	600	3,700	S
Non-IT.....	27,400	S	6,900	19,700	S
Manufacturing.....	15,300	S	3,900	10,600	0
Transportation & public utilities.....	3,700	S	1,200	2,400	0
Finance, insurance & real estate.....	6,900	0	1,500	5,400	0
Engineering & AAB services.....	1,500	S	200	1,200	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	S	3,100	7,900	S
\$5M to \$9.9M.....	8,100	S	1,800	6,000	S
\$10M to \$24.9M.....	7,700	S	1,800	5,600	S
\$25M to \$50M.....	3,500	S	S	2,700	0
Above \$50M.....	3,700	0	700	3,000	S
Noninnovators ¹	37,000	4,600	15,600	16,800	S
IT.....	2,600	200	1,000	1,400	0
Manufacturing.....	1,500	S	600	700	0
Communication.....	400	S	100	200	0
Computer related services.....	800	S	S	500	0
Non-IT.....	34,300	4,400	14,600	15,400	S
Manufacturing.....	23,500	S	11,100	9,600	0
Transportation & public utilities.....	4,600	900	1,700	2,000	S
Finance, insurance & real estate.....	4,800	S	1,300	2,900	0
Engineering & AAB services.....	1,400	S	500	800	0
By revenue size					
\$2.5M to \$4.9M.....	14,400	2,100	7,100	5,300	0
\$5M to \$9.9M.....	9,500	1,600	3,100	4,800	S
\$10M to \$24.9M.....	8,400	S	3,800	4,000	0
\$25M to \$50M.....	2,500	S	900	1,400	0
Above \$50M.....	2,200	S	S	1,300	0

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 5: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is IT to your company, relative to other elements necessary for conducting business?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.